

Message Text

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UNCLAS ROME 0370

FROM DWOR

DEPARTMENT PASS COMMERCE FOR COHEN, HALE AND R. MYERS

E.O. 11652: N/A

TAGS: EAIR, APER, AMGT, ABLD, IT, LE, XF, XI

SUBJ: RELOCATION OF RCAA DWOR IN ROME

1. RCAA DWOR, IN COMPILING YEAR-END TRANSPORT AIRCRAFT SALES REPORTS FOR MIDDLE EAST/SOUTH ASIA CIVIL AIR REGION, BELIEVES SUBSTANCE THESE REPORTS (AIRGRAMS WILL BE FORWARDED TO DEPARTMENT SHORTLY) MAY ASSIST DEPARTMENT IN EVALUATING WHETHER CONTINUING PRESENCE OF RCAA IN REGION OR IMMEDIATELY ADJACENT TO REGION IS COST-EFFECTIVE.

2. AS BACKGROUND, RCAA'S PRIME REGIONAL CIVIL AIR RESPONSIBILITY IS THE ACTIVE AND INTENSIVE PROMOTION OF SALES U.S. TRANSPORT AIRCRAFT AND EQUIPMENT, IN EACH OF THE COUNTRIES OF THE REGION (WHICH ALSO INCLUDES EUR BUREAU COUNTRIES MALTA, TURKEY, CYPRUS, GREECE AS WELL AS A PORTION OF EAST AFRICA). THIS PARTICULARLY INVOLVES TIMELY IN-DEPTH, EXPERT REPORTING ON CIVIL AVIATION DEVELOPMENTS IN THE REGION, EMPHASIZING MARKETING, ROUTE EXPANSION, AND FLEET PLANNING OF HOST COUNTRY AIRLINES AS THEY AFFECT EXPORT POSSIBILITIES FOR U.S. AIRCRAFT MANUFACTURE.

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RERS; TARGET IS MAXIMUM U.S. TRANSPORT AIRCRAFT SALES VOLUME

AND MARKET SHARE. ALSO, A CONTINUING DIALOGUE WITH IN-COUNTRY AIRLINE SENIOR STAFF IS REQUIRED TO ENCOURAGE AND ACCELERATE, WITHIN THE BONDS OF CARRIER FINANCIAL VIABILITY, U.S. JET TRANSPORT ACQUISITION DECISIONS.

3. THE MIDDLE EAST/SOUTH ASIA CIVIL AIR REGION HAS EVOLVED, OVER THE PAST THREE YEARS, AS THE DOMINANT WORLD MARKET PLACE FOR U. S. TRANSPORT AIRCRAFT, WITH RECORDED JET AIRLINER SALES OF DLR481.0 MILLION IN 1973, DLR834.5 IN 1974, AND DLR605.1 MILLION IN 1975, OF WHICH U.S. MARKET SHARE WAS 98.8 0/0 IN 1973, 98.8 0/0 IN 1974, AND 82.8 0/0 IN 1975. DURING THE ELEVEN-YEAR PERIOD 1965-1975, THE REGION'S AIRLINES ORDERED JET TRANSPORTS VALUED AT A TOTAL OF DLR3.3 BILLION OF WHICH DLR 2.9 BILLION ACCRUED TO U.S. MANUFACTURERS/VENDORS FOR AN OVERALL U.S. MARKET SHARE OF 89 0/0.

4. IN PERFORMING MAXIMUM REPRESENTATIONAL, MARKETING, AND REPORTING FUNCTIONS, CIVIL AIR ATTACHE OPERATES IN AN INTRICATE, FLUID AND DYNAMIC CIVIL AIR MARKET. A BASE OF OPERATIONS EITHER WITHIN OR IMMEDIATELY ADJACENT TO THE REGION IS, THEREFORE, OF PRIME IMPORTANCE.

5. IN VIEW OF STRONG CIVIL AIR ADVANTAGES IN COLOCATING RCAA AND FAA REGIONAL OFFICES, THE OPPORTUNITIES WITHIN THE REGION AS A MAJOR MARKET PLACE FOR THE U.S. COMMERCIAL/ AIRCRAFT INDUSTRY, AND THE POLITICAL/INFRASTRUCTURE REALITIES INHIBITING THE POSTING OF RCAA WITHIN THE REGION, RCAA'S CONSIDERED VIEW IS THAT ROME IS OPTIMUM LOCATION TO COVER THE CIVIL AIR REGION, BOTH FOR RCAA AND FAA.

6. DEPARTMENT MAY WISH TO CONTACT BOEING, LOCKHEED, MCDONNELL-DOUGLAS, PRATT & WHITNEY DIVISION OF UNITED TECHNOLOGY, AND COMMERCIAL ENGINE DIVISION OF GENERAL ELECTRIC WASHINGTON/ EAD OFFICES TO OBTAIN THEIR VIEWS AS MAJOR U.S. PRODUCERS/ EXPORTERS OF COMMERCIAL TRANSPORT AIRCRAFT AND ENGINES, ON UTILITY OF RCAA POSITION AND NEED FOR CONTINUING REGIONAL RCAA PRESENCE.VOLPE

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